

United States Census 2000

1999

*Style Guide*

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U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*



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### **Glossary of Terms**

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## **Introduction**

The United States Census 2000 logo is the agency's most-used and best-known asset. It is the cornerstone of the Census 2000 program.

Because of its importance, great care must be taken in the use of the Census 2000 logo. The logo must be presented in a consistent fashion, and its use must be governed by strict rules. If it is used haphazardly, the logo's value will be diminished.

Most uses of the Census 2000 logo will originate in various program design groups, but from time to time, Census 2000 workers outside of design groups are required to make judgements about the use of the Census 2000 logo, often relating to a one-time use. To facilitate consistency and quality in the use of the logo, among both professional and nonprofessional users, this manual has been prepared.

Exceptions to these guidelines are rare, and must be approved by the Census Bureau. Your assistance and cooperation in the protection of the Census 2000 logo is valued and appreciated.

## Section 1

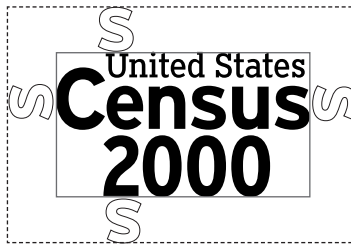
### Census 2000 Logo Standards

#### 1.1

#### *Census 2000 logo*

The Census 2000 logo consists of the words “United States Census 2000,” displayed in the specific fonts that were created for this logo, no other font can be used to build the logo.

When the Census 2000 logo is used, it should be sufficiently isolated from illustrations or other words/images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges or other type.



#### 1.2

#### *Census 2000 Colors*

The Census 2000 logo is limited to two developed colors, Census Red and Black. The use of tints, or lighter versions of these colors is allowed and provide a wide variety of combinations. Coated and uncoated paper stock swatches of the Census 2000 colors are provided in the back of this manual.

#### Census Red



PANTONE® 194C  
(For coated paper stock)



PANTONE® 187U  
(For uncoated paper stock)



Black  
(Both coated and uncoated)

The colors shown in this book are for example only and are not intended to match Pantone colors. See the current Pantone Color Standards book for color swatches and formulas. Pantone is a registered trademark of Pantone, Inc.

### ***Positive & reverse logos***

1.3

Although the preferred use of the logo is Census Red or Black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (45%-55% black) values should be avoided since they are too light for an effective positive logo use, but not quite dark enough to provide a crisp white reverse.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census Red or Black, whichever offers the most contrast between the stock and the logo.

### ***Positive Logo***

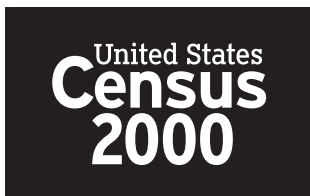


United States  
**Census**  
**2000**

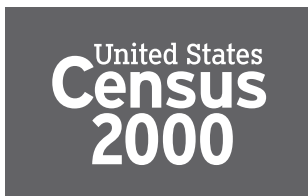


United States  
**Census**  
**2000**

### ***Reverse Logo***



United States  
**Census**  
**2000**



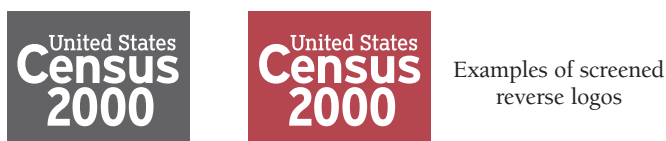
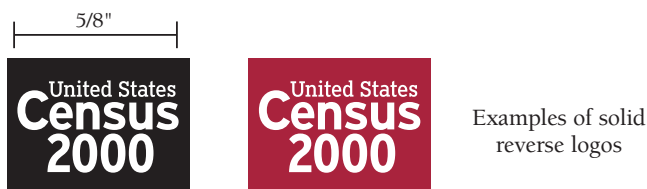
United States  
**Census**  
**2000**

### ***Reproduction sizes***

The logo should not be used so small that the readability or reproduction quality is reduced.

A solid positive logo or reverse logo should be no smaller than 5/8" wide. In addition, a screened positive logo or a screened reverse logo should be no smaller than 5/8" wide. See example below. Make sure the line screen is 133 or finer. If you want to use a coarser screen, make sure the logo is no smaller than 3/4" wide.

If a logo smaller than 5/8" is required, it must be approved by the or the US Census Bureau.



## *Unacceptable logo usage*

1.5

Do not enclose the logo or the logotype in other shapes.



Do not violate the logo clear zone.



Do not place logo over complex backgrounds.



Do not underline the logotype.



Do not add or change typeface of logotype.



Do not abbreviate logo typeface or add other words.



Do not alter logo typestyle (ie. outlined.)



Do not alter color from accepted standards.



Do not alter size of elements within the logo.



### ***Support typestyles***

Typestyle consistency, particularly on United States Census 2000 logo application materials, is essential for projecting a cohesive public image and recognizable design style.

The Times type family as a serif typestyle and the Helvetica type family as a sans serif typestyle has been selected as the primary support typestyles for the United States Census 2000 identity system. These typestyles should be used for all text on materials using the Census 2000 logo. Shown here is a selection of available weights and styles of the Times Roman family and the Helvetica type family. Selection of the appropriate typography style within the Times Roman family and Helvetica family will be left to the discretion of the art director or project manager.

#### ***Serif typestyle***

##### **Times Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

##### **Times Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

##### **Times Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

##### **Times Bold Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



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*Sans serif typestyle*

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

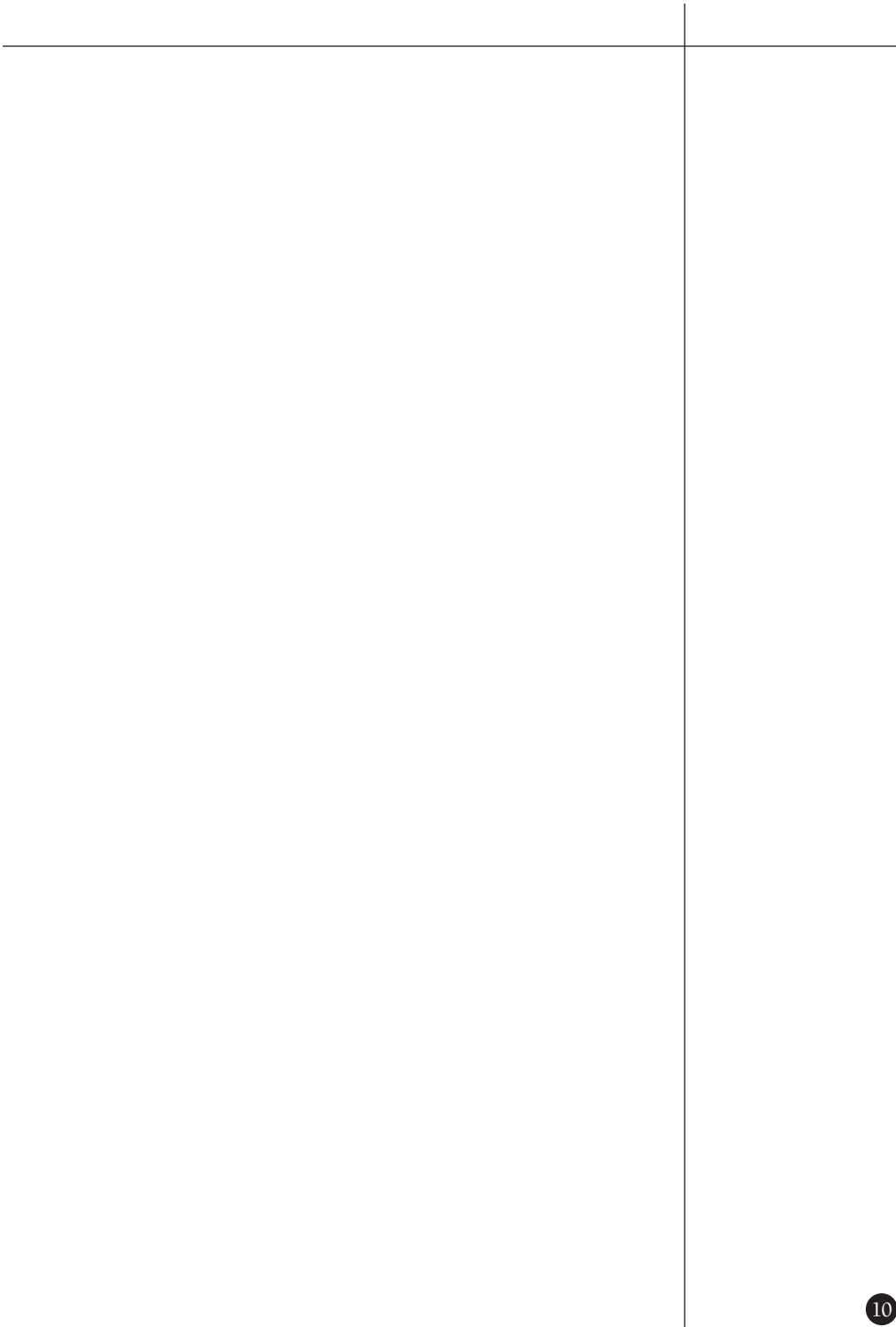
Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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### **Asian American and Emerging Market Logos**

To make the 2000 Census more readily understandable to those audiences unfamiliar with Census due to language barriers or country of origin, the Census 2000 logo has been translated for some of the Bureau's Asian American and Emerging European target markets. Usage should follow the guidelines outlined in sections 1.2-1.6 of this guide.



## Section 3

### AIAN Logo Standards

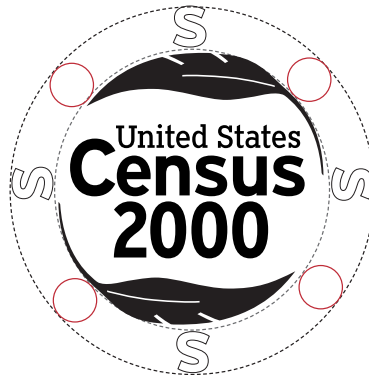
#### 3.1

#### **AIAN logo**

The AIAN logo consists of the words “United States Census 2000” with two feathers encircling the words, displayed in the specific fonts that were created for this logo (see illustration in section 3.3). No other font can be used to build the logo. This logo is for use on products and materials created in relation to the U.S. Census Bureau’s Tribal Liaison Program only. The AIAN logo should never be used together with the Census 2000 logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from illustrations or other words/images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the outside of the circle created by the feathers) away from illustrations, photographs, rules, page edges or other type.

*Circles can be used in place of the “s” for measuring spacing around the logo, as long as the circles are the same height as the “s” as illustrated.*



#### 3.2

#### **AIAN Logo colors**

The AIAN logo is limited to two developed colors, Census Red and Black, as defined earlier in this style guide. The use of tints, or lighter versions of these colors is allowed and provide a wide variety of combinations. Coated and uncoated paper stock swatches of the Census 2000 colors are provided in the back of this manual.

### ***AIAN logo color combinations***

3.3

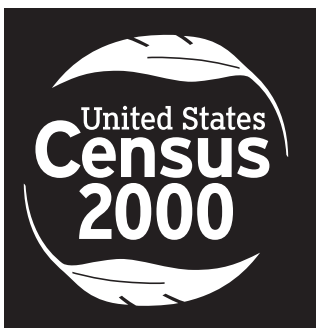
The AIAN logo combinations are to be used in the manner shown below only, solid black or red words and black feathers. Tints of those colors can be used but no lighter than 60%.

The logo can also be used in reverse, as solid white only, with a tinted background no lighter than 60% of the color used.

#### ***Positive Logo***



#### ***Reverse Logo***



### *Unacceptable logo usage*

Do not violate the logo clear zone.



Do not place logo over complex backgrounds.



Do not alter position of the feathers



Do not add or change typeface of logotype.



Do not abbreviate logo typeface or add other words.



Do not alter logo typestyle (ie. outlined.)



Do not alter color from accepted standards.



Do not alter size of elements within the logo.




### 3.5


1.5 inches



## Business Card Guidelines

A format has been designed for the Census Bureau that contains the Census 2000 logo along with the US Census Bureau logo (the US Census Bureau being the dominant logo). In addition, a format has been designed for the AIAN logo with the Census Bureau logo. This is the set format for the Census Bureau and its subsidiaries and must not be deviated from. For specifications of logos, typestyles and type sizes, refer to the Census Bureau Corporate Identity.

<b>U S C E N S U S B U R E A U</b>		
<i>Helping You Make Informed Decisions</i>		8 point Lucida Italic
<b>John L. Doe</b>		10 point Lucida Bold
Specialist Title		9 point Lucida Regular
	U.S. Census Bureau	
	Washington, DC 20233	9 point Lucida Regular
	Phone: 301-555-1234	
	Fax: 301-555-6789	
	E-mail: j.l.doe@ccMail.Census.GOV	7 point Lucida Regular

<b>U S C E N S U S B U R E A U</b>		
<i>Helping You Make Informed Decisions</i>		8 point Lucida Italic
<b>John L. Doe</b>		10 point Lucida Bold
Specialist Title		9 point Lucida Regular
	U.S. Census Bureau	
	Washington, DC 20233	9 point Lucida Regular
	Phone: 111-555-1234	
	Fax: 111-555-6789	
	E-mail: j.l.doe@ccMail.Census.GOV	7 point Lucida Regular

*Footnote:* All other Census Bureau Stationery ie. letterhead, envelope, fax coversheets, must follow the guidelines set by the Census Bureau corporate identity. See the Census Bureau internet website at: [www.census.gov](http://www.census.gov)



Like print advertising, brochure design will always require a wide range of design and layout solutions in order to meet ever-changing communication requirements. Specific design standards, typesetting specifications, and other guidelines used by many other print applications in this manual will not apply. However, it is essential that all logo use guidelines discussed in section 1 of this manual be followed to ensure effective and proper use of identity.

Always establish the minimum clear zone around the logo as diagrammed on page 3. The logo should be positioned so that it compliments the overall ad layout. A tastefully sized logo should be used. Over-sizing should be avoided.

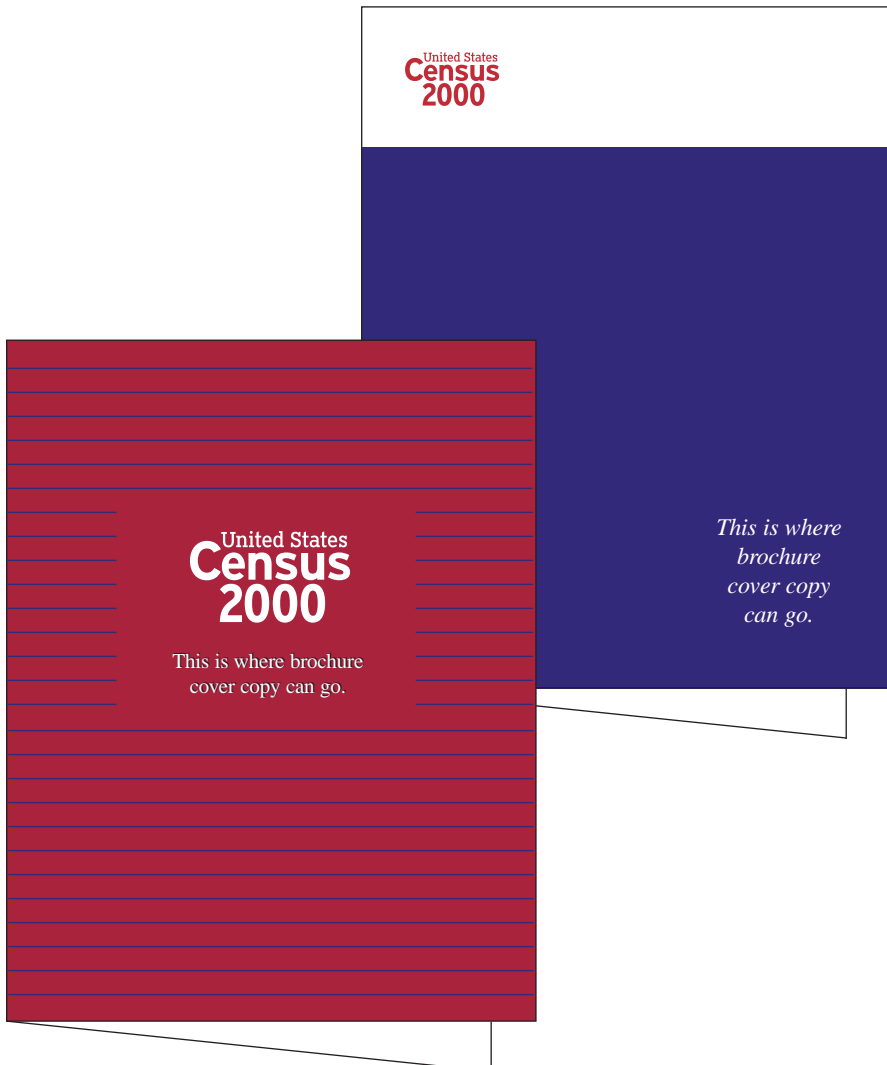
The logo should appear in full-color whenever possible. Four-color process reproduction will likely be used in print advertising. Always use the four-color process formulas provided on page 4 of this manual.

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5.1

***Brochure cover examples with the Census 2000 logo***

The following pages are examples of how the Census 2000 logo and the AIAN logo could be used alone with copy in accordance to the guidelines in section 1.

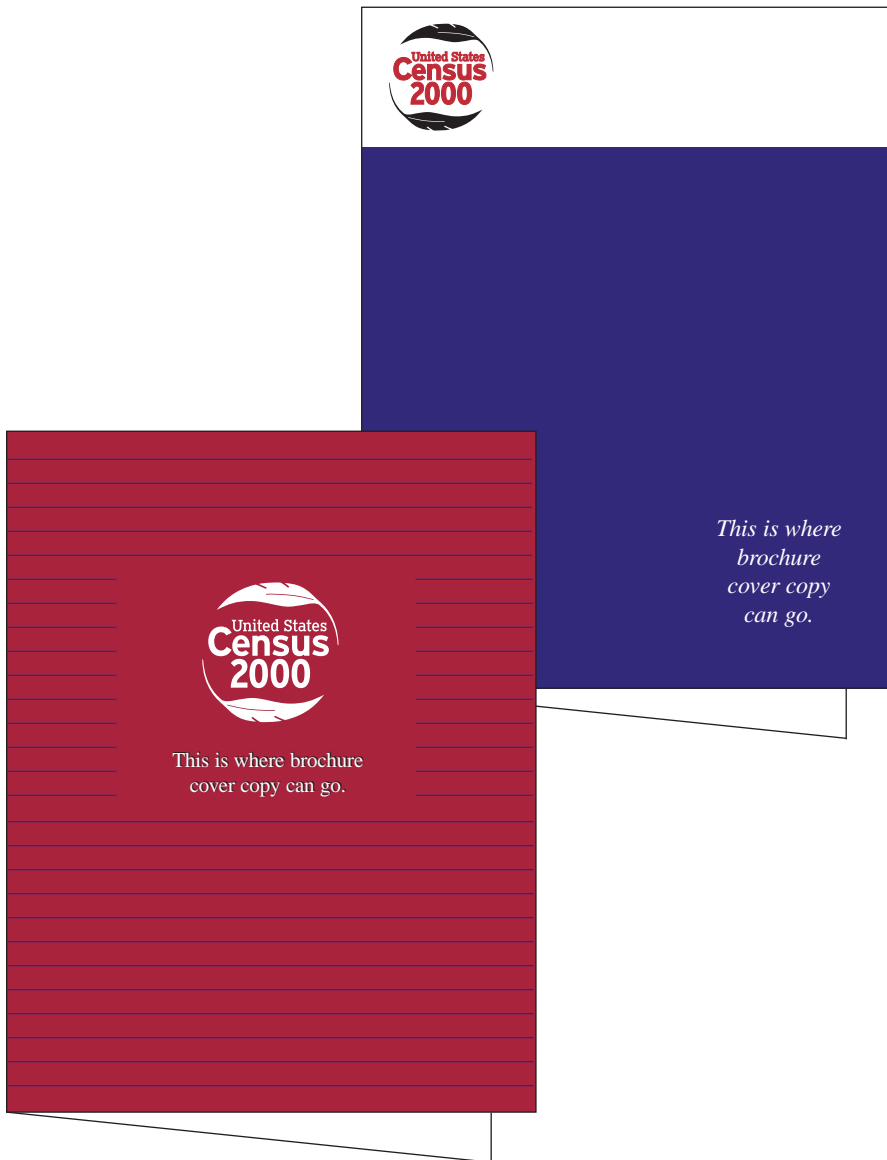


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### *Brochure cover examples with the Census 2000 logo*

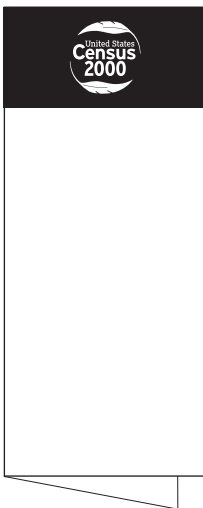
Shown are some possible applications of the logotype in accordance to the guidelines in section 1.



*Brochure cover examples with the AIAN logo*

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*Brochure cover examples with the AIAN logo*

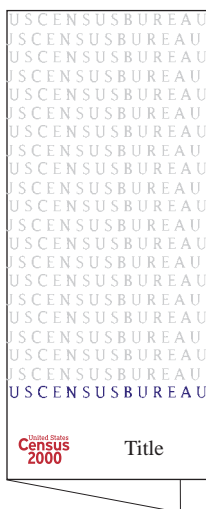


### ***Brochure cover examples with the Census 2000 logo and US Census Bureau logo together***

The following pages are examples of how the the Census 2000 logo and the AIAN logo could be used with the US Census Bureau logo and other corporate logos.

Remember that these are merely examples, but always take into consideration the guidelines set for the Census 2000 logo, the AIAN logo and the US Census Bureau logo.

**\* The US Census Bureau wordmark should not be in red and should follow the corporate identity standards.**

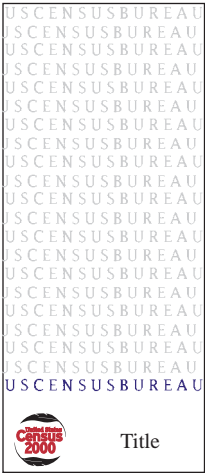


*Footnote:* For further guidance on the use of the Census Bureau logo and It's corporate identity, see the Census Bureau internet website at: [www.census.gov](http://www.census.gov)

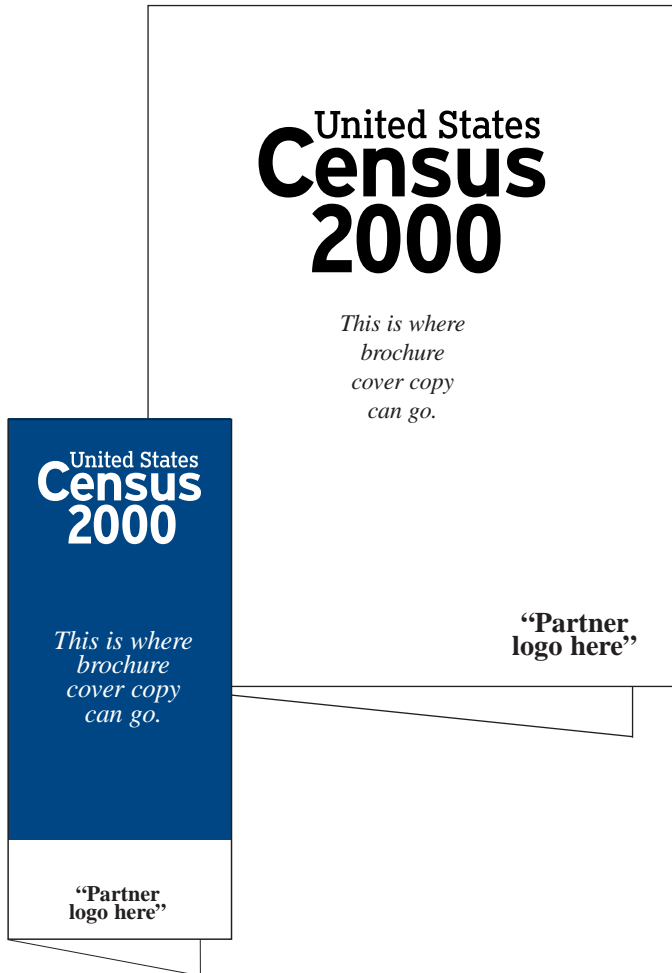
Brochure cover examples with the AIAN logo and  
US Census Bureau logo together

5.4

\* The US Census Bureau wordmark should not be in red  
and should follow the corporate identity standards.



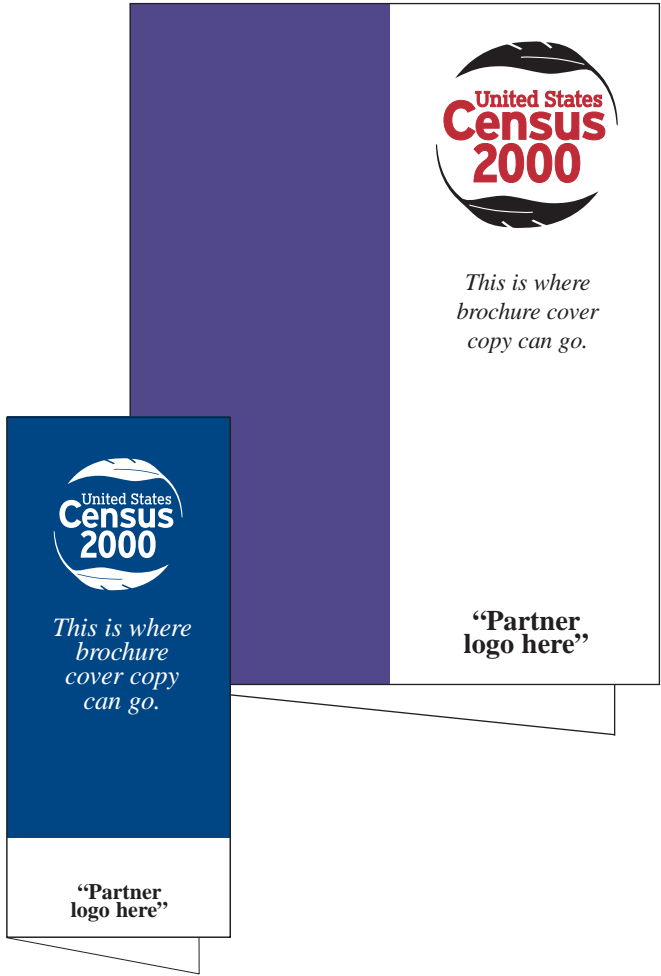
*Brochure cover examples with the Census 2000 logo and another logo together*





*Brochure cover examples with the AIAN logo  
and another logo together*

5.6



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## Glossary of Terms

*Address Block.* The block of typeset copy that contains mailing information and/or telephone numbers and any additional access information.

*Corporate Colors:* Census Red and black (see page 1.2).

*Flush Left, Rag Right:* A typographic specification where copy will appear aligned on the left and will break naturally between words on the right.

*Leading:* The vertical spacing between lines of copy that is measured in point increments.

*Logotype:* The custom typographic rendering of the words and numbers, "United States Census 2000."

*PANTONE®:* See the current Pantone Color Standards book for color swatches and formulas. Pantone is a registered trademark of Pantone, Inc.

*Point ( pt.):* A typesetting unit of measure used in specifying type size, leading and rule line thickness. There are 12 points to a pica and 72 points per inch.

*Positive:* Reproduction of an image which appears as a darker value than the background.

*Reverse:* Reproduction of an image which appears as a negative. Generally white with a darker background value.

*Sans Serif:* A typestyle with no serifs and little contrast between thick and thin strokes.

*Tag Line:* An approved phrase or slogan utilized for advertising and promotional purpose.

*Value:* The relative lightness or darkness of a particular shade or color.

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**Notes**

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**PANTONE® Coated swatches shade percentage breakdown**

**PANTONE® 194C 100%**



**PANTONE® 194C 75%**



**PANTONE® 194C 50%**



**PANTONE® 194C 25%**



**PANTONE® 194C 10%**



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**PANTONE® Uncoated swatches shade percentage breakdown**

**PANTONE® 187U 100%**



**PANTONE® 187U 75%**



**PANTONE® 187U 50%**



**PANTONE® 187U 25%**



**PANTONE® 187U 10%**

